




Cuyahoga County  
Together We Thrive

# Cuyahoga – Cleveland Bike/Scooter Share

Department of Sustainability







## What is Bike/scooter share?

- An innovative transportation program where system subscribers have access to bikes or scooters through self-service locations around the community via cell phone apps
- System subscribers sign up to pay per ride or for memberships
- Bike/scooter share is ideal for short distance point-to-point & last mile/first mile trips
- Devices can be picked up and dropped within the area's network.
- They are easy to operate and the process to locate and use them functions through an app





- Launched in September 2016 with 250 bikes and 30 stations with goals to expand in the near future
- Funding came from NOACA's TLCI grant and local match
- Current private operator is Cyclehop
- Cyclehop owns 100 bikes and County owns 150
- Contract with Cyclehop ends in 2021
- Bikes are “docked” – meaning they have to be locked to a station or something else – fence, etc.

## UH Bikeshare





## Bikeshare Revolution!

- In 2017, the bikeshare world changed drastically with the introduction of **'dockless' bikeshare and scooter share** – companies grew out of and started out of China, then moved to large US cities
- A few private companies developed **bikes that could lock to themselves and be placed/left anywhere** – no station or organization required – and began to drop bikes in major cities all over the world





# Initial Lack of Regulations

- When companies first began cities did not have regulations for it... leading to some chaos because of the nature of the bikes – i.e. the ability to leave them anywhere and the abundance of them
- Since then, cities have worked with companies to develop permitting schemes and other regulations

# REGULATION BREAKDOWN

Data Collection by Riley O'Neil & Brandon Bordenkircher

KEY:  
🚲 = YES  
N/A = INFORMATION NOT FOUND

Regulations & Requirements	St. Louis, MO ( Pilot)	Portland, OR (2012 Contract)	Washington DC (Pilot)	Seattle, WA (Pilot)	Charlotte, NC (Pilot)	San Francisco, CA (Pilot)	Dallas, TX (Pilot)	Houston, TX (Pre-Pilot)	Los Angeles, CA (Pilot)	New York City, NY (Pre-Pilot)
OPERATIONS & MAINTENANCE										
City Has Rights of Removal / Prepared for Termination	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲
Dockless Vendors Incur All Liability & Fees	🚲	🚲	🚲	🚲	🚲	🚲	N/A	🚲	🚲	🚲
Accessible Contact Info on Bikes & City Website	🚲	🚲	🚲	🚲	🚲	🚲	N/A	🚲	🚲	🚲
Detailed Bike Maintenance Requirement	🚲	🚲	🚲	🚲	🚲	🚲	N/A	🚲	🚲	🚲
ETHICAL STANDARDS & DATA LAWS										
Equity Requirement for Underserved Neighborhoods	🚲	🚲	🚲	🚲	N/A	🚲	N/A	🚲	🚲	🚲
Dockless Service Must be Multilingual	N/A	N/A	N/A	N/A	N/A	🚲	N/A	N/A	N/A	🚲
Must Provide Non-Smart Phone Option	🚲	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	🚲
ADA Adherence	🚲	🚲	🚲	N/A	N/A	🚲	N/A	N/A	🚲	🚲
ADA Mobility Options	🚲	🚲	🚲	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Real-time Data Sharing	🚲	N/A	🚲	🚲	🚲	🚲	N/A	🚲	🚲	🚲
FLEET SIZE, REBALANCING, & PARKING										
Allowed Initial Fleet of 500 Bikes or More	🚲	N/A	N/A	🚲	N/A	🚲	🚲	🚲	N/A	N/A
Fleet Phasing Strategy	🚲	N/A	N/A	N/A	🚲	N/A	N/A	N/A	🚲	🚲
Designated Hours for Rebalancing & Maintenance of Public Right-of-Way	🚲	N/A	🚲	🚲	🚲	🚲	N/A	🚲	🚲	🚲
Bikes Must Be Parked Upright	🚲	🚲	N/A	🚲	🚲	🚲	N/A	🚲	🚲	🚲
Suggestions for "Corral" Installation or a "Hub Centric Model"	N/A	🚲	N/A	N/A	N/A	N/A	N/A	N/A	N/A	🚲
Set Geofence Boundaries	🚲	🚲	🚲	🚲	N/A	N/A	N/A	🚲	🚲	🚲
SAFETY										
Dockless Vendors Required to Educate Users	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲
Insurance Coverage & Set Reimbursement Cap	🚲	N/A	🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲
Helmet Law	N/A	🚲	🚲	🚲	🚲	🚲	N/A	N/A	🚲	🚲
Gamification Requirement to Give Riders Incentive for Good Behavior	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	🚲

## Regulation Responses from Other Cities



# Our (draft) Expansion/Regulation Plan



## 1. County creates **County wide licensing system** for bike, ebike and scooter sharing operators

- Proposed \$5k a license (to County) and .15c a ride (to Cities).
- Proposed minimum amount of bikes and scooters per permit (150) but no max.
- Minimum rebalancing requirements in identified locations.

2. County signs MOU agreements with interested cities. We would agree to share per trip fees with these municipalities for local expenses. Muni's other than Cleveland will agree to refrain from creating their own permitting and /or licensing systems in exchange for funding through this program.

3. City of Cleveland will be the **ONLY** city that can force operators to get a Right of Way Permit (\$250) in addition to getting the County license.

4. Bikes etc. can ride anywhere in the County, but local governments can enforce their own laws or opt out of the program.

5. **Future** - RFP with NOACA dollars will subsidize **ONE** vendor and infrastructure for bike share network expansion. (Note: \$250k must be spent in Cleveland and only on infrastructure.)

- Bikes ~\$500 per bike
- Ebikes ~\$1500 per bike
- HUBs ~\$1000 per station

6. **Future** -County Bike Network Sponsorship rights

- "UHBikes" naming rights (w/ Cyclehop) expire in December, 2019.
- County could take over developing sponsorship work for the network and use the money to supplement needs of operators and expand the network.



## (draft) License Requirements/Regulations

- Exhibit A of the draft 'License Requirements' document
- Safety, Maintenance (rebalancing, vandalism), Parking, and Data-sharing Requirements





# Details from Operator License



**1. Indemnity:** The scooter share company holds harmless the County, any municipality it operates in within the County, and any entity with a rebalancing location on its private property.

**2.** The operator must have a minimum of 150 scooters which are routinely placed outside of the city of Cleveland.

**3.** This license does not give the operator exclusive rights to operate a scooter share program in the county.

**4.** Since this is going to be a station-less program, a 25% discount on fare will be given as incentive to park at a preferred parking station as designated by the county.

**5. Insurance:** Scooter share company must maintain workers compensation, Commercial general liability, and Business Automotive liability insurance throughout the term of their contract.

**6.** County will routinely produce a map and chart of all drop off locations of scooters.





## Safety

- All scooters must have a motor of less than 750 watts, and have a top motor powered speed of 15 MPH.
- All scooters must have operating lights turned on during hours of darkness.
- Every scooter must have a unique identifier clearly displayed.

## Maintenance

- Operator must have staff located within Cuyahoga county capable of performing maintenance and repairs on a regular basis and relocating improperly placed scooters.
- Operator must provide a 24 hour call center for customers who have questions or concerns.
- Operator must remove unsafe scooters from the road within 3 hours of receiving a notice during regular business hours and within 12 hours of receiving a notice during weekends, night time and holidays.
- Operator's staff must be paid no less than \$15/hr and operator shall also use best efforts to work with unionized staff.



# Data Sharing Requirements

- Operator shall provide the county with monthly updates on:
  1. Number of scooters in circulation.
  2. Number of active riders per day, week, and month plus a break down of customers by age and gender.
  3. Number of trips that began in each municipality and number of trips that ended in each municipality.
  4. Customer comments and complaints, theft and vandalism reports and average repair times.
- All scooters shall be equipped with GPS technology that will ping every 90 seconds.
- Operator shall provide county with raw data that has not been aggregated, upon request.
- Operator will not restrict the county's ability to distribute this data in any way.
- Operator shall make aggregated data available to the public
- Operator shall retain data for one year.
- Customers are not required to share data with a third party and are not required to allow operator access to their camera, microphone, or any files saved on their phone.





# Benefits of Bike & Scooter Share

- ✓ Affordability
- ✓ Connectivity
- ✓ Health
- ✓ Environment



# Questions?



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